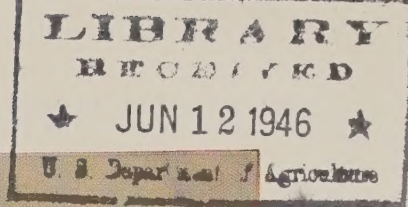


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

62.71

Grower's 1946 Prices

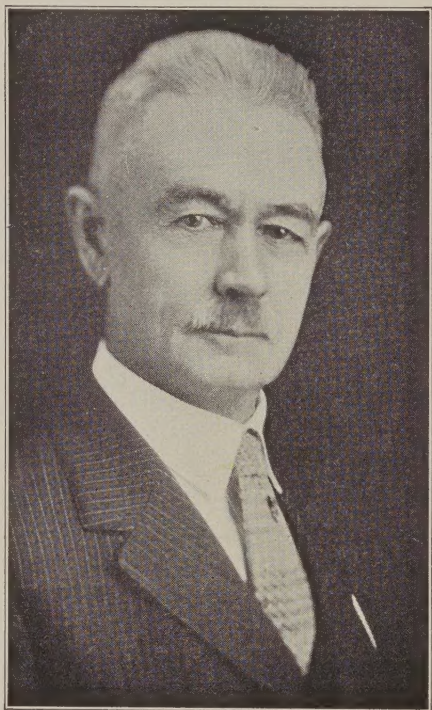


JUMBO MASTODON PANSIES

Steele's Pansy Gardens

SINCE 1893

2715 S. E. 39th AVENUE, PORTLAND 2, OREGON, U. S. A.



E. J. STEELE

Caution! Read Carefully

Due to the fact that we are unable to meet the present and anticipated demand for our pansy seed we offer the following suggestions to make our limited stock go as far as possible.

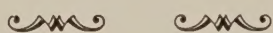
Our perfect climate makes possible seal-tipped seed, capable of maintaining maximum viability if stored properly.

You should buy only the amount you require for planting this year and if extra precautions are taken during hot spells you can be assured of a heavy germination. Do not use disinfectants that are not recommended especially for pansy seed. Copper oxide is best for this purpose and Semesan is satisfactory.

If you plan to make several plantings this year, tell us when and we will ship your seed to reach you at the proper time. Hot climates are not safe to store pansy seed unless kept under mild refrigeration.

Read our directions over twice and then again. We cannot emphasize too strongly the importance of caution in germinating your seed this year to get the most possible seedlings from the minimum quantity of seed.

Each and every strain listed is a genuine "Steele's Mastodon."



These Prices Effective December 15, 1945, Will Replace All Other Price Lists Which You May Have

JUMBOS

"Pay Dirt"—Our 1943 Jumbo novelty. The largest golden yellow ever produced. Most blooms have dark rays or tiny dark faces. Immense size and fine habit of growth resist summer heat. Blooms constantly all season. Truly a sensational strain. **1/16 oz. \$2.25; 1/8 oz. \$3.75; 1/4 oz. \$6.00; 1/2 oz. \$11.00. Limit 1/2 oz.**

Jumbo Beaconsfield—A greatly improved true Beaconsfield type. Upper petals rich lavender, lower petals deep violet. No blotch. Fine for border and color effects. A real jumbo strain. **1/16 oz. \$1.25; 1/8 oz. \$2.00; 1/4 oz. \$3.50; 1/2 oz. \$6.50. Limit 1/2 oz.**

Jumbo Mixed—Our origination. Field plants producing flowers up to five inches in diameter. Many new and unique colors—pastel pinks, apricots, yellows, blues, brass tones, copper bronze. Purple, red, in two and three color combinations and selfs. Fine form, heavy substance, long strong stems, fine for cutting and forcing. Fully two weeks early. **1/16 oz. \$1.75; 1/8 oz. \$3.00; 1/4 oz. \$5.00; 1/2 oz. \$9.00; 1 oz. \$16.00; 2 ozs. \$30.00; 4 ozs. \$56.00. Limit 4 ozs.**

SWISS

Super Swiss "400" Mixed—Crop failure.

Improved Sea Blue—Swiss. A genuine blue pansy with darker blotch. Very uniform in color and one of best separate colors for size and substance. Exceptionally good for color contrast in border plantings. We recommend this strain highly. Price **1/16 oz. \$1.00; 1/8 oz. \$1.75; 1/4 oz. \$3.00; 1/2 oz. \$5.50; 1 oz. \$10.00; 2 oz. \$18.50. Limit 2 ozs.**

Gorgeous—Swiss type. The reddest pansy we have produced with deeper red blotch. Not quite as brilliant as Irene. We cannot produce enough of this stock to fill orders as it requires heavy rogueing all season. We therefore limit orders to one-fourth ounce to a customer. In order that more customers may get a pinch we also offer a smaller size packet. Price: **800 seeds \$1.00; 1/16 oz. \$1.25; 1/8 oz. \$2.25; 1/4 oz. \$4.25.**

We do not pay Air Mail Postage; on Air Mail orders add 10c per ounce or fraction,

STEELE'S PANSY GARDENS

Date.....

2715 S. E. 39th Ave.

Portland 2, Oregon, U. S. A.

Send the following ORDER, by.....Amt. Enclosed.....

Name.....Street.....

R.F.D.....Box.....P.O.....Zone.....State.....

Amount	Pansy Seed	Price	
	BUTTERFLY HYBRIDS		
pkt.	Rainbow Collection		
	JUMBOS		
oz.	Pay Dirt, gold		
oz.	Jumbo Beaconsfield		
oz.	Jumbo Mixed		
	SWISS		
oz.	"400" Super Swiss Mixed		
oz.	Sea Blue		
oz.	"Gorgeous," all red		
	IMPROVED BEDDING TYPES		
oz.	Super Maple Leaf Mixed		
oz.	Miracle Mixed		
oz.	Fluffy Ruffles, ruffled, all-white		
oz.	Mlle. Irene, henna red		
oz.	Improved Adonis		
oz.	Golden Gate		
oz.	Grand Duke Michel, white		
oz.	Bronze		
oz.	Madame Steele, Elk's purple		
oz.	Seeds extra		
oz.	Packets Jumbo		
TOTAL			

REMARKS:

How to get a four color Pansy Poster free. See Catalog.

Can't you send us the name of another Commercial grower?

FROM

STEELE'S PANSY GARDENS

2715 S. E. 39TH AVENUE

PORTLAND 2, OREGON, U.S.A.

DID YOU GIVE YOUR NAME AND ADDRESS?

IMPROVED BEDDING TYPES

Super Maple Leaf Mixed—Huge size, fine form and substance and increasing the wide range of colors of Jumbos. Runs a little darker than Jumbo. **1/16 oz. \$1.25; 1/8 oz. \$2.00; 1/4 oz. \$3.50; 1/2 oz. \$6.50; 1 oz. \$12.00.**

Miracle Mixed—Finest types of our strains, latest novelties. Mostly Swiss types, but many pastels, selfs, and unusual color combinations. Best commercial bedding strain. **1/16 oz. \$1.00; 1/8 oz. \$1.75; 1/4 oz. \$3.00; 1/2 oz. \$5.00; 1 oz. \$9.00; 2 oz. \$17.00; 4 oz. \$32.00. Limit 4 oz.**

Mlle. Irene—Copper red, bronze red, and henna shades. Lighter and brighter than Gorgeous. Some brilliant pure red tones. Fine to add red to your mixture. Price: Same as Super Maple Leaf mixed.

Fluffy Ruffles—A large pure white pansy with petals exquisitely fluted and ruffled. Low, compact growth covered with blooms all summer. Perfect white for patriotic border. Price same as Sea Blue.

Improved Adonis—Light blue shades. We have rogued faded blues and off tones. This strain is of part Jumbo type light blues. Most flowers show small white face in center of bloom, marked with dark blotches. Very fine to augment Butterfly Hybrids which lack blue. Size has been improved and is better than ever before.

Grand Duke Michel—Pure white with delicate rays. Dwarf, compact plants covered with blooms. An excellent strain for color effects and the largest pure white.

Golden Gate—Not as large as Pay Dirt but a fine strong growing yellow. Dark blotch in center. Used extensively in Santa Anita planting and a favorite with experienced professional growers. Is extremely resistant to heat and drought. Plant habit compact and especially valuable for bedding. Prices of the three varieties named above: **1/16 oz. \$0.75; 1/8 oz. \$1.25; 1/4 oz. \$2.25; 1/2 oz. \$4.25; 1 oz. \$8.00. Quantity limited.**

Madam Steele—Royal purple. A perfect self, no marking. Excellent for border and bedding. Compact growth and free blooming. Good size. **1/16 oz. \$0.75; 1/8 oz. \$1.25; 1/4 oz. \$2.00; 1/2 oz. \$3.75; 1 oz. \$7.00. Quantity limited.**

Directions for Germinating Seed

1. Have your soil clean and pulverized to a depth of six or more inches.

2. On the level surface spread evenly a layer of compost or pulverized well rotted manure to a depth of at least one inch.

3. Overlay compost with half inch of the best soil you have, thoroughly pulverized.

4. Rake down and tamp surface true and smooth.

5. Soak down the bed to several inches.

6. Treat seed with Copper oxide or Semesan and sow in shallow drills or broadcast. Cover with a sifted mixture of two parts of peat moss to one part of compost. The depth of this covering should be about one-eighth inch.

7. Use spray of water to moisten surface, after light burlap cover is on.

8. Allowing plenty of ventilation, keep your beds moist, quite moist, but not soaking wet, until plants come up.

We use cheapest grade of burlap to retain moisture. As soon as plants begin to come through freely, we remove burlap permanently, and sift tops of bed with thin layer of peat moss. To avoid damping off, water your seedling **VERY SPARINGLY.**

Never allow your beds to become dry. Any dryness after seeds sprout is absolutely fatal. These directions are for sowing in the open field, but will apply when using flats or cold frames. **WE USE 125 TO 150 SQUARE FEET TO SOW AN OUNCE OF SEED BROADCAST.**

CAUTION—Alternate your pansy crop with some other crop.

The usually high germinating qualities of Steele's Mastodon Pansy Seed is a revelation to all extensive growers who use our stock. Owing to uniformity required in producing separate colors, the average size is not equal to the types of flowers found in our mixtures. We strongly advise mixtures for your main crop, and you save money thereby.

Butterfly Hybrids

Butterfly Hybrids—A rainbow collection originated by Donald M. Steele, our pansy hybridist, culminating ten years of hand pollenization of special selections. We believe that this strain will be recognized as one of the most important contributions to horticulture during the present era. The demand for this strain has been so great that increased production has not been able to satisfy our customers. A pastel strain with colors in pink, buffs overlaid in pink or bronze, orchid, lavender, yellow, from delicate pale gold to rich orange, pastel red, salmon, coral, rose, all overlaid with a delicate bronze cast. Abundantly ruffled, frilled, fluted, and marked with sun rays and blotches of butterfly sheen metallic jewel tones. It is necessary for us to limit orders to one-quarter ounce. Prices: **200 seeds \$1.00; 600 seeds \$1.75; 1/16 oz. \$3.00; 1/8 oz. \$5.00; 1/4 oz. \$9.00.**



Butterfly Hybrids

Lest You Forget! We are originators of Mastodon Pansies, and any seed offered as "Mastodon" is **not genuine** unless grown in our gardens.

Free with each order of \$2.50 or more we will mail, postpaid, our beautiful four-color pansy poster—painting of five grand flowers, by Miss Winifred Walker, official artist of the Royal Horticultural Society of London. If you wish this picture and have not received one, be sure and ask for it when you order.

Or, **to anyone**, we will mail prepaid same, unmounted—no advertising—at per copy, 25c. Stamps O.K.

Orders are filled on day received unless otherwise specified.

Check your order carefully and send remittance in full by money order or bank check. Stamps O.K. We offer you the finest stock it is possible to produce at the lowest price we can quote. It is not our policy to offer further inducement such as free Air Mail postage. If your order is to be shipped by Air Mail, please add 10 cents per oz. Allow $\frac{1}{2}$ oz. for packing and include full postage for additional fractions of an ounce.

We cannot accept any C.O.D. orders.

We do not offer packets smaller than those listed. Please be sure and check your order with our price list before mailing order. A second choice would assist us in filling your order to give you maximum satisfaction.